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BLONDES AND BRUNETS

Blondes and Brunets

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PREFACE

DR. BLACKFORD has created a science. She has by painstaking labor over many years developed the power of accurately determining the character of a man by taking account of his observable physical and mental qualities, and, later, of teaching other people to do the same.

It is obvious that a student of the now famous Blackford method cannot determine a person's character from any one set of qualities. Frequently, after a given set of qualities has made a certain strong indication of character, a second or third set will modify the first deductions.

Yet each deduction is, as far as it goes, certain and sure. Of all the sets of qualities observable and useful in determining character, the color scheme of the person observed is perhaps the most fascinating to the layman and most clearly and dramatically proved by ethnology and biology to have just that importance in character analysis that Dr. Blackford assigns to it.

This little volume shows the general scheme used by Dr. Blackford in using color to determine character. It is not a text book,—that belongs in the author's extraordinary study course teaching people in detail the *entire* science, and how to use it,—but it is marvelously suggestive and illuminating. If it will only prove an alluring stepping stone for the reader toward the full comprehension and mastery of a science as essential as it is new, the volume will a thousand times repay him or her for the reading.

Bear in mind that whereas a certain degree of blondeness or darkness in an individual is, as this volume proves, an infallible indication of character, as far as it goes,—no reader must conclude that it goes *all the way*.

"Blondes are inconstant," you know, after reading the following pages. So they are in the sense that blondeness is an indication of inconstancy.

But remember that this is a very different matter from seeing a blonde person and saying, "there goes an inconstant man."

Dr. Blackford could tell whether the man is inconstant; she can teach you to tell. But you have gone only a very small way on her

exactly and scientifically mapped-out path when you have noted only the one physical characteristic of blondeness.

INTRODUCTION

ALL angels are blondes—according to artists.

In the paintings and pottery of ancient Egypt, Greece, Rome and Spain, divinity, royalty, nobility and aristocracy are often represented by white skin, blue eyes and flaxen hair.

Poems and songs of love in ancient and modern tongues sing the charms of the snowy neck, rosy cheeks, azure eyes, alabaster brow, shell-pink ears, golden hair and lily fingers.

On the stage, heroes and heroines, the good and lovely in general, are usually blondes—villains, criminals and slaves brunets.

Our common speech is full of such expressions as, "That man is white"—indicating nobility of character or fairness and justice; "He treated me mighty white"—with the same signification. We also speak of women as being "divinely fair," and blue-eyed and beauty are used in some connections almost synonymously.

Until very recently, most dolls had blue

eyes and yellow hair, even in countries where their little mothers were as brown as berries.

There are other interesting and significant evidences of an age-old feeling amounting almost to instinct that there are differences in character between blondes and brunets as marked as their differences in color.

Whenever I mention blondes and brunets in public the response is immediate. The newspapers frequently take up what I say and make a sensation of it. More than one garbled report of a scientific statement has been copied by the press far and wide.

There is no variable among human beings so striking as that of color—none so easily observable—and none which has made so strong an appeal to scientific investigators as well as to popular imagination.

CHAPTER I

EVOLUTION OF WHITE MEN

An inquiry into the biological cause of variations in human color, into the mental and psychological causes accompanying these, and into the historical and pre-historical causes of the attitude toward blondes revealed in art, in literature, in the drama, and in popular speech will aid us in understanding the many differences between blondes and brunets.

PIGMENTATION

The immediate cause of the difference in color among human beings is the relative amount of pigmentation in hair, skin, iris and retina.

Scientists have long been at work striving to discover the cause of pigmentation, and especially the cause for variation in the amount of pigmentation.

In general, it is well known that dark or heavily pigmented races inhabit the tropics, and that lighter or less pigmented races in-

habit the temperate and north temperate zones.

For a long time scientists have worked upon a theory that heavy pigmentation, resulting in dark color, helped the inhabitants of hot countries to keep cool. This was because of the known fact that dark bodies radiate heat more rapidly than light bodies.

Of two pieces of iron of the same size and shape, one black and the other painted white, and both heated to the same temperature, the black one was thought to cool off much more quickly than the white one. This is in accordance with a law of radiation, at one time held, but now discarded by scientific men.

A difficulty was met, however, when the law of absorption was taken into consideration.

According to this law, dark bodies absorb heat from sources of higher temperature than themselves much more readily than light ones. If the black iron and the white iron are both placed upon the same stove, the black one will heat up much more quickly than the white one.

It is probable that both of these laws have

some effect in determining the evolution of color.

NEGROES AND ESKIMOS

It is well known that black people in the tropics keep in the shade as much as possible and are very largely nocturnal in their habits. Comparatively few are seen abroad or at work during the hours just before or just after noon.

Keeping in the darkness and shade, they make the most of such natural ability as they radiate heat. By avoiding as far as possible exposing themselves to the direct rays of the sun, they absorb heat as little as possible.

On the other hand, the lighter colored races in the cold North could not absorb much even if they were black, and their slower rate of radiation enables them to conserve better the natural heat of their bodies.

Negroes generally have difficulty in keeping warm in cold climates. They require more clothing in cold weather than whites; prefer to keep indoors, and their quarters, as a general rule, are so hot that they seem stifling to white people.

But the theory that these laws of radiation and absorption explain everything about pigmentation and that man's color has been evolved wholly for the purpose of enabling him to adapt himself to the degree of temperature of his environment does not satisfy.

The Eskimo, living in the cold Arctic regions, has black hair, gray or brown eyes, and a yellow or brown skin.

Dwellers on the cold northern plains of Asia and North America are brown and yellow, while certain tribes in the heavily forested but hot, moist mountains of Northern Africa are blonde.

These considerations have led to a further study of the causes of pigmentation.

In 1895, Josef Von Schmaedel read a paper before the Anthropological Society of Munich, announcing the theory that pigmentation in man was evolved for the purpose of excluding actinic or short rays of light which destroy living protoplasm.

This set Major Chas. E. Woodruff, A.M., M.D., Surgeon U. S. Army, upon a systematic search for data to prove or disprove Von Schmaedel's theory.

THE VIOLET RAYS

In 1905, Major Woodruff published his book, "The Effects of Tropical Light on White Men." In this fascinating work, Major Woodruff champions the theory of Von Schmaedel and gives a great mass of data gathered from many scientists as well as the results of his own original research—all favorable to the theory that the shorter violet and ultraviolet actinic rays of light first stimulate, then exhaust, and finally destroy living protoplasm, and that pigmentation in both men and animals has been evolved for the purpose of excluding these actinic rays of sunlight from the tissues of the body.

Sunburn, sunstroke, and the dangerous burns of the X-ray, radium, and other sources of short rays, as well as the popularly known fact that direct sunlight kills bacteria, are all evidences of the destructive effect of actinic rays.

Another evidence of the relationship between pigmentation and sunlight, rather than sun's heat, is the fact that albinos—who are unpigmented—are excessively sensitive to light, while not any more sensitive to heat than others of the same race.

WHY THE ESKIMO IS DARK-SKINNED

According to this theory, also, the dark color of the Eskimo, the North American Indian, and the dweller in the northern part of Asia is explained.

The Eskimo requires his pigmentation as a protection against the blinding glare of snow and ice. The plains of Northern Asia and North America, while cold, are also largely free from fog and cloud, so that considerable pigmentation is needed in these parts of the world as a protection against light.

According to Dr. Carl Beck, blondes are far more liable to burns and lesions by X-rays than brunets, the extreme brunet being almost immune.

CRADLE OF WHITE RACES

Still further confirmation of this theory is found in the evolution of extreme blondness in Northwestern Europe, on the plains, and among the heavily forested mountains in the neighborhood of the Baltic Sea.

This is the cloudiest, foggiest, darkest region on the face of the earth and is the cradle of the Scandinavian and Teutonic

races, both of which are predominantly blonde.

Anthropologists violently differ as to the place where the white races were evolved. Many of them, however, agree that primitive man was black and that blondness has been evolved as the result of either forced or voluntary migration of the primitive brunet to cold, dark, cloudy Northwestern Europe.

The climate of this part of Europe is rigorous and severe.

VIGOROUS TRAITS EVOLVED WITH BLONDENESS

The necessities of life in such a climate are more numerous and at the same time more difficult to obtain than in a milder one. Man requires more food, more shelter, more clothing, more fuel, than in a warm climate. Whereas fruits, vegetables, fish, flesh and fowl are comparatively easy to secure in warm latitudes, they are scarce, difficult to secure, and require much more preparation in the higher latitudes.

Under northern climatic conditions, then, only the largest, strongest, healthiest, most intelligent, most hopeful, most courageous

and most aggressive individuals would survive.

The natural result would be an evolution of a race of men and women endowed with robust physical, mental, and psychical characteristics.

Since the relatively abundant pigmentation of the primitive first settler in these dark countries was not needed as a protection against light, there seems to be much evidence that whiteness was gradually evolved along with characteristics just mentioned.

THE WHITE CONQUERORS

A process of evolution therefore having produced a vigorous, aggressive white race, conquerors of a harsh and severe environment, these qualities of the race sent them southward, eastward and westward to become the conquerors and rulers of dark-skinned races, less aggressive, less bold, less domineering, less vigorous because their more kindly environment had not necessitated the evolution of these rugged traits.

There is considerable prehistoric evidence to indicate that a conquering race of tall, vigorous, fair-haired, blue-eyed, white skinned

men migrated in successive waves over Europe, Asia Minor, Northern Africa, Persia, India, Ceylon, Java, and perhaps as far East as the Philippine Islands.

This race of men called themselves Aryans, and wherever they went forced their language upon the conquered dark races.

How long ago these prehistoric migrations of Aryans began is lost in antiquity, but there are pictures in the Pyramids of Egypt showing intruding "white men from the North with blue eyes," dating probably 3,500 to 4,500 B. C. It is known that there was an invasion of white men into Greece 2,000 to 1,000 B. C.

However early this migration may have been, it was so long ago that the ancient Sanskrit, formerly spoken and written in India, classic Greek and Latin, as well as ancient and modern German, French, Spanish, Italian, Dutch, Danish, Swedish, Norwegian, English, Gaelic and Welsh languages, and many dialects now spoken in India all bear unmistakable evidence of their common origin in the Aryan tongue.

It is significant that Hellenes, the name by which the ancient Greeks called themselves;

Gaels, the name given to themselves by the ancient inhabitants of Great Britain and Ireland; and Aryans, the general name given to themselves by the conquering races to which we have referred, all mean *"white men."*

Some high anthropological authorities do not accept the theory of an Aryan race. Some assign the place of its origin to Asia instead of Europe. But the majority favor the outline I have given—and the preponderance of evidence seems to be with them.

CHARACTERISTICS OF THE ARYANS

These early white men were tall, vigorous, restless, courageous, aggressive and brainy, but they lacked culture. They excelled in warfare, in *navigation,* in exploration, but they were deficient in arts and letters.

Having conquered the brunet natives of the various countries to which they migrated, the white men proved themselves to be wonderful organizers, creators, builders, rulers, and captains of industry.

They early adapted the culture, arts and letters developed through long centuries of patient plodding by the dark peoples,

among whom they intruded and over whom they ruled.

They built up wonderful civilizations, great cities and wealthy and powerful nations.

The ruins of these Aryan creations are scattered through Java, Ceylon, India, Persia, Greece, Macedonia, Italy and Spain.

ARYAN CIVILIZATIONS

We therefore have the picture of Aryan civilization running back from eight to ten thousand years, with the ruling classes, the nobility, the aristocracy, always tending to be white, and the peasantry, the working classes, the subordinates in the scheme of things, always tending to be dark.

This fact is reflected in the Aryan languages, in the ancient paintings and statuary referred to at the beginning of this book, and in the almost instinctive glorification of the blonde in art, in literature, on the stage, and in the vernacular.

All occidental civilization and a great deal of oriental civilization have been built up and ruled from the very earliest times by white men. In many ancient governments the king

or emperor was deified, and so we have gods and goddesses and all supernatural beings represented as blondes.

DISAPPEARANCE OF WHITE MEN FROM SOUTHERN CLIMES

It is interesting to note in this connection that the inhabitants of modern Java, Ceylon, India, Persia, Syria, Asia Minor, Greece, Turkey, Italy, Spain and France are predominantly brunet or very dark-skinned white people.

Many anthropologists agree that the blonde Aryans who built up these old civilizations and left their language as a legacy have either entirely died out, or are disappearing, giving place to those more heavily pigmented.

WHY EXCESSIVE LIGHT EXTERMINATES WHITE PEOPLE

The reason for this disappearance of the tall, vigorous, restless blonde is not so well understood. It ought to be clear to the thoughtful observer, however, that if whiteness was evolved in cold, dark, cloudy Northwestern Europe, then the extreme white Aryan race was out of its natural environment

in these lands where there is an excess of light, against which it had little pigmentation as a protection.

It is a well-known fact that there is no third generation of white men in India.

Woodruff presents an abundance of evidence to prove that the effect of an excess of sunlight, with its destructive actinic rays, is first to stimulate, then exhaust and degenerate, and finally to extirpate the white races.

WHY EGYPT, PERSIA AND ROME FELL

He assigns the degeneracy and fall of all ancient civilizations in hot countries to the effects of tropical and sub-tropical sunlight upon their white rulers.

Statistics show that blondes are becoming relatively less numerous than brunets in England, the United States, New Zealand, Australia and South Africa, notwithstanding the constant fresh migrations of blondes to these countries from Northwestern Europe.

DESTRUCTION OF WHITES BY SUNLIGHT STILL GOING ON

Statistics also show many forms of physical, nervous and mental degeneracy of white

people in tropical regions, of the second or third generations of whites in sub-tropical climates, and of later generations of whites in those parts of the Temperate and North Temperate Zones where there is an abundance of sunlight.

All of these facts are of great scientific value to the student of variations in physique, in appearance and in character among human beings.

TWO IMPORTANT FACTS ABOUT BLONDES

Two fundamental facts about whites stand out from all this mass of evidence and are the key by which we may best understand their physical, mental and psychical qualities:

(1) White color was doubtless evolved in an *environment* which permitted the survival of those only who were most vigorous, most intelligent, most aggressive, most creative, most active and most capable of adapting themselves to extremes of heat and cold, feast and famine, altitude and occupation.

(2) In countries where there is a great deal of light, whites—and especially extreme blondes—are suffering more or less from too much stimulation of brain and nerves, and

oftentimes from brain and nerve exhaustion, and consequent physical, mental and psychical degeneracy.

CHAPTER II

EVOLUTION OF THE DARK-SKINNED RACES

In studying the dark-skinned peoples, we shall understand better their characteristics if we remember that they were evolved—except in the cases of North American Indians, Eskimos, and Tartars—in a warm, pleasant climate where their necessities are comparatively few.

Man requires less food, less clothing, less shelter, less fuel, in a warm climate than in a cold one.

In addition to requiring less of all these things, the dark-skinned man found them all easy to obtain from the abundance of animal and vegetable life around him.

Primitive man in the tropics and subtropics found his surroundings comfortable, conducive to quiet and physical inacitivity.

Since there was plenty to supply his few wants close at hand, he did not need to take to sea or travel far by land.

Since the dark skinned man received most

of his necessary warmth from outside sources, he did not need as much oxygen as the white, who had to breathe in great quantities of it that he might sustain internal oxygenation and thus produce heat for himself.

As a result of the same conditions, all processes of nutrition and elimination in the yellow, brown and black were slower than these processes in the white man.

Whereas the white man was required to expend all of his mental and physical energy in active, aggressive combat with his harsh environment in order to obtain the material means of life, the dark man in a kindlier environment and in the midst of plenty had both energy and time to spare.

As to the North American Indian, Eskimo, and Tartar, further explanation would need to be made.

They were evolved in a cold, light climate, where food was not plenty and where activity is needed. They are therefore more energetic than other dark-skinned races.

With these scientific facts as to the evolution of white and dark races of man in mind, any thoughtful, logical person should be able to determine accurately the physical, mental

and psychical differences between blondes and brunets. The same differences in physique and in character that exist between white men and black men exist, in proportionate degree, between blondes and brunets. when both belong to the white race.

CHAPTER III

CHARACTERISTICS OF BLONDES

Take the normal blonde. By the normal blonde I mean a person of white race, with comparatively little pigmentation, in normal mental and physical condition. The lighter the color of skin, eyes, and hair, the more typically does he exhibit the characteristics I outline here. The keynote of the physical characteristics of the normal blonde is positiveness. He inclines to be tall, robust, with a superabundance of buoyant, radiant health and vigor.

Since he was evolved in a cold, dark, harsh environment, all of his physical processes tend to be rapid and active.

In order to maintain heat, it was necessary for him to eat and digest large quantities of food and breathe in a great deal of oxygen.

In order to maintain health and survive in his environment he needed a strong, reliable circulation and circulatory system.

With digestion, respiration and circulation positive and active, processes of elimination needed to be similarly quick and active.

MUSCULAR ACTIVITY

All of these characteristics, as well as the low temperature in which he lived, necessitated great muscular activity; as did also his need for food and clothing.

Therefore, the normal blonde is characterized, in every department of his physical being, by positiveness, rapidity, adaptability, energy and activity.

It is for these reasons blondes seldom suffer from chronic diseases, except those induced by the results of living in a climate where there is too much sunlight. They become ill quickly, and die or recover quickly.

DEFICIENT ENDURANCE

Since quickness and aggressiveness are physical attributes of the blonde; since in his hunting, his sailing and his fighting he has always been called upon for quick explosions of tremendous energy followed by periods of recuperation, the blonde is not particularly well fitted for long-sustained physical action.

He expends his abundant energy too rapidly.

In athletics, therefore, blondes excel in the sprints and dashes, in jumping, throwing, vaulting and other such contests; while the brunets are better adapted to long runs, wrestling, prize fighting and other contests where endurance is the prime requisite.

In general, however, most athletes are blondes, even in contests requiring endurance, because of the natural activity, love of conquest, aggressiveness, and combativeness of the blonde.

Since the early environment of the blonde was probably damp and rainy, and since his mode of life required both swimming and wading, we find him, as a rule, fond of the water.

The majority of great swimmers, skaters, oarsmen and yachtsmen are blondes.

The early Aryans were great navigators. During the time of the Aryan civilization in Greece, in Rome, in Norseland, in Spain, and in France these different nations maintained their sea power. It was when the Aryan rulers had been eliminated by excessive sunlight that their sea power waned.

MENTAL TRAITS OF BLONDES

The mental characteristics of the blonde are the result partly of the influence of his environment directly upon his mental nature, and partly arise from his physical condition.

Since his brain was evolved in an environment requiring the constant exercise of intelligence, the blonde is naturally creative, resourceful, inventive, original. These qualities, it will readily be seen, fit in perfectly with those which are the result of his exuberant health.

The man who has a good digestion, a good circulation, who breathes deeply, and whose general health is robust and positive will naturally be optimistic, hopeful, exuberant, eager and fearless. Such a man is willing to take a chance, speculative, impatient, restless, always sighing for new worlds to conquer.

The early struggle for existence of the blonde races led them far afield. They hunted over miles of territory. They hunted in the mountains and on the plains. They went to sea in ships. Their very climate was freakish and changeable.

As a result of these environmental influences the blonde developed an eager and ac-

tive disposition and is fond of change, loves variety, is happiest when he has many irons in the fire, and easily turns his attention from one interest to another.

Because of these qualities, and because of the joy of conquest developed through ages of triumph over unfriendly environment, the blonde loves to rule. He is inclined to be domineering. He loves to handle and manage large affairs and come in contact with life at as many points as possible.

Because of his exuberant health, his splendid circulation and his naturally optimistic, hopeful, courageous disposition, the blonde likes excitement, crowds, gaiety. He is a good mixer—makes acquaintances readily with all kinds of people. But, on account of his changeable nature, he is liable to be fickle.

Thus everywhere blondes push into the limelight, engage in politics, promote and build up great enterprises, sell, advertise, organize, colonize, create, and invent.

It is for this reason blondes are many in the ranks of royalty, nobility and aristocracy. This has been observed by many investigators. In the *Monthly Review* for August, 1901, Page 93, Havelock Ellis says:

HAVELOCK ELLIS ON BLONDES

"It is clear that a high index of pigmentation, or an excess of fairness, prevails among the men of restless and ambitious temperament, the sanguine, energetic men, the men who easily dominate their fellows and who get on in life, and the men who recruit the aristocracy and who doubtless largely form the plutocracy. It is significant that the group of low-class men—artisans and peasants—and the men of religion, whose mission in life it is to preach resignation to a higher will, are both notably of dark complexion; while the men of action thus tend to be fair, men of thought, it seems to me, show some tendency to be dark."

DR. A. M. HANSON ON BLONDES

On pages 95 and 96 he says:

"It so happens that an interesting and acute psychological study of the fair and dark populations of Norway has lately been made by Dr. A. M. Hanson. This investigation has revealed differences even more marked between the fair and the dark than may easily be discovered in our own islands, and this is not surprising, since our racial elements have

been more thoroughly mixed. The fair population, he tells us, is made up of the born aristocrats, active, outspoken, progressive, with a passion for freedom and independence, caring nothing for equality; the dark population is reserved and suspicious, very conservative, lacking in initiative, caring little for freedom, but with a passion for equality. The fair people are warlike, quarrelsome when drunk, and furnish, in proportion to numbers, three times as many men for the volunteer forces as the dark people; the latter, though brave sailors, abhor war, and are very religious, subscribing to foreign missions nearly three times as much per head as is furnished by fair people, who are inclined to be irreligious. The fair people value money and all that money can buy, while the dark people are indifferent to money. The reality of mental distinction is shown by the fact that a map of the proportion of conservative voters in elections to the Storthing exactly corresponds to an anthropological map of the country, the conservative majority being found in the dark and broad-headed districts. While, however, the fair population is the most irreligious and progressive, the dark

population is by no means behind in the production of intellect, and the region it inhabits has produced many eminent men."

In the same article, on page 97, he says:

"It may also be marked that the characteristics of the fair population are especially masculine qualities, while the characteristics of the dark population are more peculiarly feminine qualities; it so happens also that women, as is now beginning to be generally recognized by anthropologists, tend to be somewhat darker than men."

LIEUTENANT-COLONEL WOODRUFF ON BLONDES

On page 142, "The Effect of Tropical Light on White Men," Lieutenant-Colonel Woodruff quotes Ellis:

" 'The fair man tends to be bold, energetic, restless, and domineering, not because he is fair, but because he belongs to an aboriginal fair stock of people who possess these qualities; while the dark man tends to be resigned and religious and imitative, yet highly intelligent, not because he is dark, but because he belongs to a dark stock possessing these characteristics.

" 'While, however, the fair population is the most irreligious and progressive, the dark population is by no means behind in the production of intellect.' "

CHAPTER IV

FAULTS AND WEAKNESSES OF BLONDES

The faults and weaknesses of the blonde are exactly such as might be expected.

Since his health and vigor are so positive, and since he lacks in fear and therefore in caution, he is inclined to overtax himself, to attempt too much.

This applies also to his undertakings. His love of the game, his willingness to take a chance, his very optimism and hopefulness all tend to lead him into foolhardy daring. He is a natural-born speculator and gambler.

FICKLENESS

Owing to his restless, active, variety-loving nature, the blonde is inclined to be changeable, fickle, scattering and irresponsible. His optimism and hopefulness make him all the more liable to these weaknesses. He is always expecting greater and better things just beyond or in another field of activity.

Since he likes to deal with large affairs, to organize and to create, the blonde is inclined to be impatient of detail, and therefore when detail is entrusted to him to neglect it or rush

through it in a slovenly, haphazard manner.

On account of his optimism, eagerness and aggressiveness, the blonde is liable to be impulsive and erratic, and therefore undependable.

The domineering qualities of the blonde are liable to excess, and it is by no means uncommon to find blondes in executive positions who are merciless drivers of men.

DRUNKENNESS

It is notorious that drunkenness is prevalent in England, Scotland, Ireland, America, Scandinavia and Russia, which are inhabited by blondes, and where whiskey, alcohol, brandy and vodka—the stronger liquors—are drunk.

The darker peoples of France, Italy and Spain consume more liquor per capita than the blondes of these northern countries, but they drink it in the form of lighter wines and take it constantly, so that there is very little drunkenness among them.

In other words, the blonde inclines to take strong liquor in large quantities at a time, thus causing drunkenness; the brunet to take light liquor in small quantities at a time but more frequently, thus escaping drunkenness.

CHAPTER V

EFFECT OF EXCESSIVE LIGHT ON BLONDES

As I have already pointed out, the blonde is out of his true environment in countries where there is an excess of sunlight, and suffers in many ways thereby.

The first effect of too much light upon the blonde is stimulation; and we therefore find many blondes in England, America, Australia, New Zealand, South Africa, and in all tropical countries manifesting an extreme of all blonde qualities, both physical and mental.

As the result of this kind of stimulation, they are more changeable, more fickle, more erratic, more irresponsible, more impulsive, more inclined to drunkenness and excesses of every kind than the normal blonde.

After a few generations of exposure to excessive sunlight blonde stocks tend to exhaustion and degeneration, which makes them a prey to crime, poverty, drunkenness, insanity, sterility, tuberculosis, rheumatism, nervous disease, perversion and many other

troubles resulting from exhaustion of nervous energy and vital forces.

THE DEGENERATE BLONDE

The abnormal, degenerate blonde, instead of being a picture of exuberant health and vigor like the normal blonde, is pasty of complexion, with dull, spiritless eyes, cold, clammy hands and feet, disordered nervous system and weak digestion.

Instead of being optimistic, hopeful and courageous, he is often pessimistic, cynical, and full of nervous fears.

Feeling the exhaustion of his nervous force, he is liable to form a drug habit.

Another result of the destructive power of light in the blonde is excessive obesity.

Physicians tell us that obesity is the result of nervous disorder, and Major Woodruff points out that this nervous disorder in the blonde is often due to excessive light.

The too stout blonde is often nervous, irritable, lazy, careless and slovenly.

BLONDES SHOULD PROTECT THEMSELVES FROM TOO MUCH LIGHT

Normal blondes suffer from headaches,

neurasthenia and even fatal sunstroke if exposed to too much sunlight.

A word to the wise should be sufficient.

If men and women of light complexion, lacking the protection afforded by pigmentation, would profit by the example of the natives of the tropics, sub-tropics and other light countries and take every possible precaution against the destructive effects of ultra-violet rays, they would save themselves from much serious trouble.

The white clothing worn by white people in the tropics and in the summer time is good in that it reflects rather than absorbs heat and light; but it is much too permeable by short rays. I have seen white people in India tanned and freckled all over their bodies, and even sunburned, by short rays penetrating their white garments.

The ordinary white straw hat worn by men and women in the summer time is also far too transparent.

The best means of protection for blondes are broad, low verandas around their houses, heavy, opaque shades at the windows, and dark headdress and clothing except in direct sunlight.

In direct sunlight the best results are obtained by white outer clothing and dark, opaque underclothing. If a white hat or helmet is worn, it should be lined with tinfoil or some other opaque material that will shut out the ultra-violet rays.

The direct *light* of the tropical sun shining down upon the bare head of a blonde for even a few minutes has more than once proved fatal.

In this connection, it is well to bear in mind that any white person, that is, person belonging to a white race, is a blonde compared to Negroes, Indians, Malays, Chinese and Japanese who inhabit the tropical, sub-tropical and most of the temperate zones.

White people living in the southern part of the North Temperate Zone or the northern part of the South Temperate Zone need to take a great many of the precautions I have mentioned. History and physiology agree that they cannot become acclimated in the sense that they can be indifferent to the fact that they are not living in the midst of the environment for which their type was evolved.

Nebraska, Kansas, Oklahoma, Texas, New

Mexico, Arizona, Nevada and California are now rapidly being populated by white people.

Studies I have made in these states indicate that already excessive light is having its destructive effect. I have seen many, many cases of nervous exhaustion throughout all this southwest.

FALLACY OF SUNLIGHT "CURES"

There has been so much of fallacy taught in regard to the curative effect of sunlight that thousands of invalids go to this part of the country for their health and for a time at least expose themselves, "soaking in the sunlight," as they call it.

The effect of sunlight being at first to stimulate, they are easily persuaded to imagine that they are being cured. But in how many cases disappointment has followed this early optimism the baggage men on eastbound trains know only too well.

EXPERIENCE OF A BLONDE IN ARIZONA

During a visit to Seattle I met a gentleman of fine blonde type who told me this story:

"I have been a mining engineer for several years. I began the practice of my profession

in the state of Washington and made rapid progress.

"Three years ago my employers sent me to Arizona.

"When I first reached there I was delighted with the climate—felt better than ever I had in my life. I sent for my wife and children and for my wife's mother, and was enthusiastically declaring, 'Arizona for me.'

"Within a very few months, however, I began to suffer from nervous exhaustion. This grew worse and worse, until I was confined to my bed with nervous prostration, which was generally supposed to be caused by over-work.

"I continued to grow worse, until I was practically insane, and my physician told my family that I could not recover.

"Suddenly one day, in my semi-delirium, I was struck with the notion that if I could only get away from that awful glare and dryness back to the Northwest, where there were soothing fog and rain, I would get well. I was obsessed with the idea that if I could only lie out where it would rain in my face I would be all right.

"When I talked to my wife and mother-

in-law about it, they thought it was merely delirium. But I kept pleading with them to take me back where I could feel the rain in my face, until the doctor told them they might as well chance it as I would die where I was anyhow.

"They brought me back to Seattle, and for weeks I lay outdoors, soaked by the rain. When I felt the rain on my face I knew immediately that I was going to get well. I am still suffering from nervous exhaustion, but I am getting better all the time."

I know a family of four girls, all of whom suffered terribly from nervous exhaustion in Southern California, one of them nearly dying in convulsions. They have all recovered since removing to a cooler and cloudier climate.

A friend of mine went without his hat for several summers for the sake, as he thought, of his health. He became a sufferer from chronic headache, which disappeared only when he learned its cause and protected his brain from the ultraviolet rays of the sun.

CHAPTER VI

CHARACTERISTICS OF BRUNETS

JUST as the normal blonde is physically and mentally consistent with what might be expected of one of his evolution and history, so is the normal brunet.

By the normal brunet I mean a person in normal physical and mental condition, with dark skin, eyes, and hair. Irrespective of race, the more pigmentation in skin, eyes, and hair, the more typically will the person exhibit these characteristics.

Since the brunet was evolved in a kindlier climate than the blonde, less physical and mental positiveness was required of him and he has been able to survive without the exuberant health, vigor, intelligence, resourcefulness and aggressiveness required by the blonde.

SLOWNESS, ENDURANCE, SMALLER SIZE

His respiration, digestion, circulation and elimination are all slower and more moderate than in the blonde.

Since size has not been necessary for his survival, he does not incline to be so large as the blonde; nor is he so active, so quick, or in any way physically so positive.

The brunet requires less food, breathes less oxygen than the blonde.

Since all of the physical processes of the brunet are slower, he expends his energy less rapidly, and is therefore more enduring. He does not become ill so quickly, but is more subject to chronic diseases.

Because his environment has not required it, and because of his negative physical nature, the brunet is not so bold, not so aggressive, not so recklessly indifferent to consequences as the blonde.

CONSTANCY

For these reasons, and because his mode of life as well as his climate has tended to sameness, the brunet is more conservative, more constant than the blonde. He is inclined to resent, rather than seek, change and multiplicity of interests. He is therefore capable of greater concentration, perseverance, and painstaking care.

In keeping with all of these qualities, the

brunet does not seek the limelight, the crowds, dominating position and excitement, but prefers a few friends well beloved, a quiet home, the affection of his family and pets, and an opportunity to enjoy the beauties of nature.

Because the brunet has not been compelled to give all of his time and energy to a struggle for life against harsh material conditions, he has evolved a tendency to introspection, to the development of science, philosophy, religions, mysteries and other products of metaphysical and spiritual activities.

It is significant that Christianity, Buddhism, Confucianism, and Mohammedanism —the four principal religions of the world— have their origin and their most devoted adherents among brunet people.

It is also significant that occultism, theosophy, New Thought and other systems of philosophy which deal chiefly with the unseen spiritual world should have their origin and most of their adherents among brunet peoples.

The difference between the Orient and the Occident is very largely a difference between blondes and brunets.

It is typical of the oriental brunet that he

should incline to mysticism, occultism, psychism, meditation, self-denial and non-resistance, living on a meager diet and rather indifferent to material things.

It is also characteristic of the occidental blonde that he should be materialistic, commercial, scientific, manufacturing, an organizer of trusts and combinations, a builder of railroads and empires, interested chiefly in the things he can see, hear, smell, taste, and feel, and giving the unseen world but secondary consideration.

PATIENCE AND SUBMISSION

The brunet, having time at his disposal, has evolved patience, and with it a disposition for detail, for minute specialization.

Not having a genius for organization and government, he is usually perfectly willing to permit the domineering blonde to take this burden off his hands.

To-day, wherever there is stable government, it is either in the hands or under the influence of blondes—white men.

Japan and China have advanced rapidly because their brunet titulary rulers have sufficient intelligence to call in blonde counselors,

and to learn from the methods of blonde governments.

India is ruled by blonde England, as is Egypt.

Mexico and some of the South and Central American republics achieved whatever measure of stability they had under the rule of blonde Goths and descendants of Goths from Spain. Now that these white strains have been killed by excessive sunlight, some have become so unstable that some kind of white protectorate seems necessary.

BLONDE AND BRUNET CRIMINALS

Prison statistics show that the blonde is most frequently guilty of crimes of passion and impulse, crimes arising from his gambling propensities and ill-considered promotion schemes; while the brunet is more likely to commit crimes of deliberation, specialization, detail, such as murder, counterfeiting, forgeries, conspiracy, etc.

Because the blonde is healthy, optimistic, and naturally good-humored, he eliminates anger, hatred, melancholy, discouragement and all other negative feelings from his mind as easily as he eliminates waste products from his body.

Because he is naturally slow, cautious, conservative and inclined to be serious and thoughtful, the brunet is far more liable to harbor resentment, to cherish a grudge, to plan revenge, to see the dark side of life, and often to be melancholy and pessimistic.

The same qualities that cause the blonde to be cheerful and optimistic when things go wrong give him a tendency to permit things, if they seem trifling to him, to go wrong.

On the other hand, the same qualities that cause the brunet to be careful and painstaking with minute details also incline him to worry and grow despondent when trouble comes.

LAW OF COLOR

In brief, always and everywhere, *the normal blonde has positive, dynamic, driving, aggressive, domineering, impatient, active, quick, hopeful, speculative, changeable and variety-loving characteristics; while the normal brunet has negative, static, conservative, imitative, submissive, cautious, painstaking, patient, plodding, slow, deliberate, serious, thoughtful, specializing characteristics.*

This is the law of color in human analysis.

In order that you may compare these characteristics, I have prepared a chart of them:

	Blonde	*Brunet*
Physical...	Tall	Short
	Positive	Negative
	Vigorous	Skillful
	Energetic	Enduring
	Quick	Slow
	Positive Respiration	Negative Respiration
	Positive Circulation	Negative Circulation
	Positive Nutrition	Negative Nutrition
	Quick Elimination	Slow Elimination
	Robust Health	Moderate Health
	Acute Disease	Chronic Disease
	Loves Cold	Loves Warmth
	Loves Water	Loves Land
	Loves Activity	Loves Comfort
	Bold	Cautious
Intellectual	Creative	Imitative
	Inventive	Plodding
	Organizing	Administering
	Generalizing	Specializing
	Versatile	Intense
	Planning	Fond of Detail
	Material	Spiritual
	Imaginative	Meditative
Psychical..	Optimistic	Pessimistic
	Hopeful	Apprehensive
	Speculative	Conservative
	Domineering	Submissive
	Changeable	Constant
	Unstable	Dependable
	Quick to Anger	Slow to Anger
	Quick to Recover	Slow to Recover
	Resilient	Equable
	Impatient	Patient
	Social	Adhesive
	Aggressive	Persistent
	Loves Crowds	Loves Nature
	Loves Applause	Desires Affection
	Careless	Careful
	Responsive	Unresponsive
	Cold	Affectionate
	Forgiving	Vengeful
	Mild	Intense

I have been asked, again and again, whether I consider blondes or brunets the more desirable. I have been reported, by some newspapers, as favoring blondes—by others as favoring brunets. It ought to be clear that *neither color is "better" than the other.* Let nothing appearing in this book be taken to mean that either is the superior of the other. Each *is* superior, however, *in his own function.*

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